

## Message Text

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ACTION CU-03

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FM AMEMBASSY LISBON

TO SECSTATE WASHDC 4727

INFO USIA WASHDC

LIMITED OFFICIAL USE LISBON 6306

STATE FOR ASST. SEC. RICHARDSON FROM AMBASSADOR

USIA FOR IEU/MCLAUGHLIN

E.O. 11652: N/A

TAGS: SCUL

SUBJECT: CULTURAL PRESENTATIONS

SUMMARY: CULTURAL PRESENTATIONS ARE AN EFFECTIVE TOOL OF USG  
POLICY IN PORTUGAL. WE NEED MORE OF THEM. END SUMMARY.

1. I AM MOST APPRECIATIVE OF THE INTENSIFIED EFFORTS BY THE  
CULTURAL DIVISIONS OF THE DEPARTMENT AND USIA, RECENTLY, IN  
RESPONSE TO THIS EMBASSY'S REQUESTS FOR ADDITIONAL CULTURAL  
PRESENTATIONS.

2. I VIEW THESE ATTRACTIONS AS A MEANS OF GIVING THE PORTUGUESE  
AN OPPORTUNITY TO SEE AND FEEL THE DYNAMISM OF THE UNITED STATES  
IN THE ARTS. THROUGH THESE PRESENTATIONS OUR LOCAL AUDIENCES  
ACQUIRE ADDITIONAL RESPECT FOR THE CREATIVE QUALITY OF AMERICAN  
CULTURAL VALUES AND THE ARTISTIC CONTRIBUTION THE U.S. HAD MADE,  
TO THE WORLD, IN ITS 200-YEAR EXISTENCE.

3. I AM EQUALLY CONVINCED THAT THESE CULTURAL PROGRAMS  
BRING WITH THEM VERY IMPORTANT PSYCHOLOGICAL AND POLITICAL  
RAMIFICATIONS THAT SHOULD NOT BE OVERLOOKED. FOR EXAMPLE,  
WHEN PORTUGUESE CONTACTS CONGRATULATE US ON A CULTURAL  
PERFORMANCE THEY INVARIABLY ADD A STATEMENT SAYING THEY ARE  
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"THANKFUL THAT WE ARE NOT FORGETTING THEM" AND EXHORT US

"TO INTENSIFY" OUR CULTURAL PROGRAMMING. FURTHER, CULTURAL PROGRAMS OFFER US THE CHANGCE TO EXTEND OUR CONTACTS NOT ONLY IN LISBON BUT IN OTHER IMPORTANT CITIES AS WELL, BEARING IN MIND THAT LISBON REPRESENTS ONLY ONE-NINTH OF PORTUGAL'S POPULATION. ONE EXAMPLE OF THIS: PORTUGUESE TELEVISION IN LISBON IS NOT EXACTLY SEEKING OUR COOPERATION. ON A RECENT TRIP TO OPORTO, ACCOMPANYING A CULTURAL PRESENTATION, THE PAO MADE CONTACT WITH A TELEVISION PRODUCER WHO FILMED THE CONCERT FOR USE ON NATION-WIDE TV AND WHO CLAIMS SHE CAN GET OTHER MATERIALS OF OURS ON TV VIA THE OPORTO STATION.

4. THE QUESTION OF VIOLENCE OFTEN COMES UP IN CONNECTION WITH CULTURAL ATTRACTIONS FOR PORTUGAL. IF WE HAD THE SLIGHTEST DOUBT ABOUT ANYONE'S SAFETY AND WELL-BEING WE WOULD BE THE FIRST TO CALL OFF OUR STANDING REQUEST FOR MORE AND BETTER ATTRACTIONS. WHILE WE FIND THE QUERY UNDERSTANDABLE, FOLLOWING SHOULD BE BORNE IN MIND: VIOLENCE, TO DATE, HAS NEVER BEEN DIRECTED AT VISITING CULTURAL GROUPS FROM ANY COUNTRY; VIOLENCE HAS ALSO BEEN RESTRICTED AND AVOIDING IT IS A MATTER OF AVOIDING DEMONSTRATIONS; RANDOM VIOLENCE HAS NOT YET OCCURRED.

5. IN SUM, THIS MISSION PLACES GREAT EMPHASIS ON THE NEED FOR A SERIOUS, FAR-REACHING, IMAGINATIVE CULTURAL PROGRAM. IN THIS REGARD I ASK THAT YOU GIVE MY PERSONAL THANKS TO ALL THOSE IN THE DEPARTMENT AND IN USIA WHO HAVE RESPONDED TO OUR REQUESTS. THEIR GOOD WORK IS RECOGNIZED BY ALL. WE LOOK FORWARD TO MORE CULTURAL PRESENTATIONS IN THE FUTURE.  
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## Message Attributes

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**TAGS:** SCUL, PFOR, PO, US  
**To:** STATE  
**Type:** TE  
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